AI-DRIVEN PATIENT ENGAGEMENT HOW A FLORIDA COSMETIC SURGERY PROVIDER TRANSFORMED

DATAMATICS

The client is a leading personalized health network, uniting a vibrant community of over 830,000 members managing 2,900 unique conditions. As a trusted resource in healthcare research, they have contributed to over 100 published studies, harnessing real-world evidence to drive innovation. With over 43 million data points collected, they deliver valuable insights into patient experiences, empowering individuals and researchers alike. By transforming this extensive data into actionable intelligence, they are dedicated to improving patient outcomes, advancing research, and accelerating medical breakthroughs.

The Challenge: Roadblock to Seamless Engagement

As the client's personalized health network expanded, inefficiencies in their outdated lead management system hindered patient engagement and operational growth.

The CIO faced significant roadblocks in managing disparate systems with limited integration. Legacy technology and fragmented data streams made it difficult to gain a unified view of patient interactions, limiting the organization's ability to leverage real-time insights.

The sales team struggled with a disconnected and inefficient workflow. A lack of collaboration tools and standardized processes led to inconsistent follow-ups, missed engagement opportunities, and an overall decline in productivity.

The Solution: A Unified Sales Ecosystem

To overcome these challenges, the client partnered with Datamatics to implement Salesforce Sales Cloud, transforming their sales operations with enhanced opportunity tracking and robust real-time sales analytics.

Datamatics seamlessly integrated essential applications and systems, including Modernizing Medicine, to optimize scheduling and electronic health record (EHR) management. By eliminating system silos, the solution streamlined workflows, ensuring a more efficient and connected sales and patient engagement process.

With an ecosystem designed for agility and precision, the client's sales teams gained actionable insights and seamless collaboration tools, enabling them to streamline scheduling and manage electronic health records efficiently.

Impacts: Stronger Sales Collaboration, Real-Time Insights

Enabled Salesforce implementation "Right First Time. On-Time"

Enhanced team collaboration platform

Data-driven decision-making insights

Streamlined operational processes

ABOUT **DATAMATICS**

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit www.datamatics.com

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